



PA-2 N.C. DHHS Publication Review

Instructions: Complete and attach to publication / copy / art to be reviewed. Copy must be approved by appropriate supervisor(s) before being sent to DHHS Public Affairs Office. Include artwork, photos, graphs or tables and proposed layout, if any. See page 2 for further instructions.

Division/Section/Program: _____

Contact person/Phone/Fax: _____

Review to be returned to division by (date): _____

Project title: _____

Description of publication: _____

Specific audience: _____

Budget (estimated cost, not budget code): _____

Printing deadline: _____

This is a: ☐ New publication ☐ Revised publication ☐ Reprint ☐ Purchased material

Publication will be: ☐ Printed (>200 copies) ☐ Distributed free of charge

☐ Posted on the Web ☐ Sold

Style book(s) used: _____

Text approved by:

Program head/Section chief:	Date:
Division director/Other supervisor:	Date:

Translated materials (include English version with materials to be reviewed):

Translator:	Date:
Bilingual reviewer:	Date:

Public Affairs Review

Text approved by Public Affairs Office: _____
(date and signature)

Comments: _____

Design reviewed by Public Affairs Office and/or Graphic Arts Unit: _____
(date and signature)

Comments: _____

Final Approval: I certify that the required changes have been made and the publication is ready for printing.

Signed: _____ Date: _____

Instructions for Completing the PA-2 N.C. DHHS Publication Review Form

What has to be reviewed?

All of the following, whether produced in-house or by an outside vendor:

- Any brochure, pamphlet, newsletter, booklet, book, report, manual, poster, sign, invitation or similar publication, logos, and any promotional item (imprinted mugs, T-shirts, pencils, etc.) that is to be produced, printed or reprinted. **Websites and web materials** must also be reviewed.
- Audiovisual presentations/multimedia/TV/radio presentations for use outside the department (pre-production scripts and the produced presentations, before dissemination).
- Public service announcements and ads (audio, video, or print), and media plans.
- English text for translation into another language must be approved by Public Affairs prior to translation.

What does not have to be reviewed?

Forms and intra-agency and interagency communications, such as letters, memos, instructions, and agency training manuals. Requirements and quality assurance for forms are handled on the division level. If you have any doubts, ask the Public Affairs Office (Telephone: 919-733-9190).

The Review and Approval Process

Division directors or office heads must ensure that publications originating within their divisions are factual, accurate, and conform to department and state policies. The following multilevel review process is used:

1. Review by head of the program head, branch head or section chief for technical and factual accuracy.
2. Review by other supervisory authority required within the division.
3. Review by the division director (or designee) for content, style, and conformity to established standards.
4. Review by Public Affairs Office (PAO) (and Graphic Arts staff where appropriate) for overall style, readability, correct usage, design, and compliance with policy.
5. Materials that have been translated into Spanish or another language must also be reviewed by at least one qualified bilingual reviewer (contact Public Affairs for guidance).

Project Description

Title: What is the working title of this publication - the name on the cover?

Description of Publication: Brochure, newsletter, booklet, book, report, script, manual, logo, website, etc.

Specific Audience: who will be reading your publication? *"Various or General Public" is not sufficient.* Be as specific as possible, i.e., parents, teachers, physicians, social services or health department clients, school children, etc.

Budget: How much money has been obligated to print this item?

Printing Deadline: When does the finished product need to be received from the printer? Allow enough time for the publication to be edited at the division level, reviewed by the PAO, laid out by Graphic Arts, and finally printed.

Publication Distributed Free or Sold: Cost statement must be included on printed publications distributed free of charge.

Style Book Used: *The Associated Press Stylebook* shall be the first choice for all HHS publications. *The Chicago Manual of Style* shall be used to answer questions not covered by the *AP Stylebook*.

Text Approved By: Those in the division who review the text must sign and date this section. Publications not reviewed by supervisors will not be reviewed by the PAO. Materials that have been translated into Spanish or another language must also be reviewed by at least one qualified bilingual reviewer (contact Public Affairs for guidance).

Remember, it takes time to produce quality work. Allow adequate time for document review when planning the publication. Also remember, copyright laws prohibit our reproducing something already published unless you have *written* permission from the publisher.